

ORDER



Orders
Order / Rev: 355828
Alt Order #: 06852455
Product Desc: JOE HECK
Estimate: 2690
Flight Dates: 09/17/12 - 09/30/12
Original Date / Rev: 09/14/12 / 09/14/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: HOUSE, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	94	\$27,450.00	\$23,332.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	94	\$27,450.00	\$23,332.50	0.00
Totals	94	\$27,450.00	\$23,332.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	28%	\$27,450.00
Market	100%	\$98,035.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$30,391.07
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	35%	\$34,312.50
KTUD	1%	\$980.36
KVMY	2%	\$1,960.71
KVVU	2%	\$1,960.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$980.36

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	09/17/12	09/21/12	M-F 6-7am Action News	CM	M-F 6-7a	MTWTF--	:30	5	\$225.00	P-05	0.00	NM	5	\$1,125.00

KTNV - Las Vegas

Order / Rev: 355828
Alt Order #: 06852455
Flight Dates: 09/17/12 - 09/30/12

Advertiser: Heck, Joe
Product Desc: JOE HECK
Estimate: 2690

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KTNV	09/17/12	09/21/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MTWTF--	:30	5	\$250.00	P-05	0.00	NM	5	\$1,250.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$250.00		0.00			
14	KTNV	09/24/12	09/28/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MTWTF--	:30	5	\$250.00	P-05	0.00	NM	5	\$1,250.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$250.00		0.00			
15	KTNV	09/18/12	09/21/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p -TW-F--	:30	3	\$250.00	P-05	0.00	NM	3	\$750.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TW-F--				3	\$250.00		0.00			
16	KTNV	09/25/12	09/28/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p -TW-F--	:30	3	\$250.00	P-05	0.00	NM	3	\$750.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TW-F--				3	\$250.00		0.00			
17	KTNV	09/17/12	09/21/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MTWTF--	:30	5	\$500.00	P-05	0.00	NM	5	\$2,500.00
NEWS AT 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$500.00		0.00			
18	KTNV	09/24/12	09/28/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p MTWTF--	:30	5	\$500.00	P-05	0.00	NM	5	\$2,500.00
NEWS AT 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$500.00		0.00			
19	KTNV	09/17/12	09/21/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a MTWTF--	:30	5	\$300.00	P-05	0.00	NM	5	\$1,500.00
ABC NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00		0.00			
20	KTNV	09/24/12	09/28/12	M-F 11:35-12:05a Nightline	CM	M-F 11:35-12:05a MTWTF--	:30	5	\$300.00	P-05	0.00	NM	5	\$1,500.00
ABC NITELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00		0.00			
21	KTNV	09/22/12	09/22/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA -----S-	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
GD MRN SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$225.00		0.00			
22	KTNV	09/29/12	09/29/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA -----S-	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
GD MRN SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$225.00		0.00			
23	KTNV	09/23/12	09/23/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$200.00	P-05	0.00	NM	1	\$200.00
NEWS AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$200.00		0.00			
24	KTNV	09/30/12	09/30/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a -----S	:30	1	\$200.00	P-05	0.00	NM	1	\$200.00
NEWS AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$200.00		0.00			
25	KTNV	09/23/12	09/23/12		CM	Sun 8a-9a -----S	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun 8a											
				Sun 8a-9a											
NEWS AT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$225.00		0.00			
26	KTNV	09/30/12	09/30/12	Sun 8a	CM	Sun 8a-9a	-----S	:30	1	\$225.00	P-05	0.00	NM	1	\$225.00
				Sun 8a-9a											
NEWS AT 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$225.00		0.00			
27	KTNV	09/23/12	09/23/12	Sun 6-7p	CM	Sun 6-7p	-----S	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00
				Action News		(6:00 PM-6:30 PM)									
NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$300.00		0.00			
28	KTNV	09/30/12	09/30/12	Sun 6-7p	CM	Sun 6-7p	-----S	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00
				Action News		(6:00 PM-6:30 PM)									
NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$300.00		0.00			
E 29	KTNV	09/22/12	09/22/12	College Football Primetime	CM	4p-830p	-----S-	:30	1	\$1,250.00	P-05	0.00	NM	1	\$1,250.00
				College Football Primetime		(5:00 PM-8:30 PM)									
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$1,250.00		0.00			
E 30	KTNV	09/29/12	09/29/12	College Football Primetime	CM	4p-830p	-----S-	:30	1	\$1,250.00	P-05	0.00	NM	1	\$1,250.00
				College Football Primetime		(5:00 PM-8:30 PM)									
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$1,250.00		0.00			
Totals														94	\$27,450.00